

Mental models mindsets paper



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Mental Models/Mindsets Paper

In the rapidly changing environment of globalization, change has become intrinsic part of development and organizations tend to adapt to the constantly evolving business environment. The changing times have made the businesses more competitive thereby making it obligatory for them, as well as for the working force to become more flexible and swiftly adapt to the changing technologies and work environments. Thus in the changing paradigms of business environment, there is imperative need for organizations to identify factors and issues that would help meet the challenges with efficiency and unmatched proficiency. General Motors Corp. has been one of the global giants who have successfully adapted changes in their work methodologies.

Founded in 1908, GM is one of the largest automobile manufacturers of the world, with presence in more than 35 countries. The company has maintained its leadership position in the global business environment by adapting to the changing equations of global business environment. The company has been innovative in its approach to tackle the wide ranging implications of the changing technology and rapid globalization process through well defined and identified strategic goals and visions.

One of the main factors, that have facilitated the company to keep abreast with the changes and maintain a competitive edge over their rivals, has been its ability to test new approaches in its business strategy. Incorporating the socio-environmental paradigms within the framework of its strategic goals and visions, the company has been able to contribute towards environmental conservations and social issues which have considerable impact on the

sustainable development. The company has not only been creative in introducing various innovative measures to propagate its environmental policies among its in-house staff and business partners but it has also facilitated wider interaction with various focus groups and forged alliances to motivate and promotes proactive participation of the public in its drive for environmental conservations.

Through the evolving process of entrepreneurial creativeness, it has been able to assess the challenges faced by the company in meeting all its aims and objectives within the framework of its principle and professional and organizational ideologies. It has not only preached but also practiced its ideologies and principles in its area of work by efficiently using technology by making efforts to manufacture ergonomically designed fuel efficient automobiles. At the same time, it various measures are taken to safeguard its workers in its workplace.

While changing dynamics of the global business has necessitated formation and incorporation of management strategies that go beyond the realm of individual company's concern, planning for distinctive competencies along with considerations for wider ramifications of the socio political environment of the place, has given the company market leadership. Indeed, the company has convincingly proved the relevance of testing new approaches with sound application and implementation of the creative business processes within its strategic goals and visions.

Reference

General Motors Corp. Available from: [Accessed 4 October, 2008].